



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

GP-2761  
#6

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OCT 27 1999

Group 2700

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Case: **Unicast-1CIP**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Group Art Unit: **2761**

Examiner:

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND  
FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO  
DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A  
USER CLICK-STREAM**

Assistant Commissioner of Patents  
Washington, D.C. 20231

S I R:

**Supplemental Disclosure Statement**

The applicants respectfully request that the following references be considered in the examination of the above-identified application. A copy of each reference is enclosed. These references were uncovered by an international search as part of a counterpart application filed by the applicants. Hence, a copy of the international search report is also enclosed.

**European Published Patent Applications**

Publication No.

Date Published

AA. 0 818 742

14 January 1998

**PCT International Publications**

Publication No.

AB. 97/21183

Date Published

12 June 1997

**Publications**

AC. Y. Kohda et al, "Ubiquitous Advertising on the WWW:

Merging Advertisement on the Browser", Computer

Networks and ISDN Systems 28, Elsevier Science

B.V., 1996, pp. 1493-1499.

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**REMARKS**

Under rule 37 C.F.R. 1.98(a) (effective March 16, 1992), the applicants submit that since all the references are in the English language, no specific comments are necessary for any of these references.

Applicants received a copy of reference AB (WO 97/21183) from the International Searching Authority/EP with drawing sheets 15 and 16 missing. Applicants attempted to get a copy of the missing drawing sheets from an outside source (Reedfax). Unfortunately, that source was unable to obtain those pages. Applicants have submitted a copy of this reference as it was received from the ISA/EP.

For the Examiner's convenience, the applicants have attached a completed PTO-1449 form hereto.

Respectfully submitted,

October 20, 1999



Peter L. Michaelson, Attorney

Reg. No. 30,090

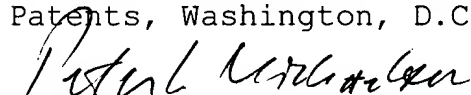
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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **October 21, 1999** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

  
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Signature

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